

2015 SPONSORSHIP AND ADVERTISING PROSPECTUS



2015 ANNUAL CONFERENCE & EXPOSITION
MARRIOTT ST. LOUIS GRAND HOTEL
ST. LOUIS, MISSOURI
SEPTEMBER 1 – SEPTEMBER 3, 2015

LeadingAge[™]
Missouri

46th Annual LeadingAge Missouri Conference and Exposition September 1-3, 2015 – Marriott St. Louis Grand Hotel, St. Louis, Missouri



LeadingAge Missouri's Annual Conference is new and exciting this year! LeadingAge Missouri is able to offer this annual conference in large part because of the support of our sponsors and advertisers. This year we are offering a wider variety of sponsorship and advertising opportunities that are sure to suit your marketing plan. Our 2015 conference will provide you with a dynamic atmosphere in which to promote your business to key aging services providers and help you to stand out from your competition.

All sponsorship opportunities are on a first come, first serve basis determined by the **date of receipt of contract and full payment.** In order to maximize exposure at the 2015 LeadingAge Missouri Annual Conference, the following sponsorship opportunities are available:

Category	Amount	Benefits
Conference Sponsor – Gold Level	\$5,000	Includes one premium exhibit booth w/ two staff, option appetizer or beverage for the Wednesday evening “Dine Around Reception,” recognition in monthly LeadingAge Missouri Hotline News from July through December, full page color ad in the on-site brochure, signage at conference; and verbal recognition throughout conference.
Conference Sponsor – Silver Level	\$2,500	Includes one complimentary exhibit booth w/two staff (option of premium space OR Dine-Around food/beverage choice), recognition in monthly LeadingAge Missouri Hotline News from July through October, half-page ad in the on-site brochure, signage at conference; and verbal recognition throughout conference.
Conference Sponsor – Bronze Level	\$1,000	Includes one complimentary booth space w/two staff, recognition in monthly LeadingAge Missouri Hotline News from July through October, half-page ad in either the conference on-site brochure, signage at conference; and verbal recognition throughout conference.
Keynote Presentation	\$3,500	Two-minute company infomercial and introduction of keynote speaker, one complimentary conference registration, half-page ad in either the conference on-site brochure, recognition in monthly LeadingAge Missouri Hotline News from July through October, signage at conference; and verbal recognition throughout conference.
Off Site Reception 2 sponsorships available Call for more information 573-635-6244	\$3,000	An exciting EXCLUSIVE reception at Flamingo Bowl in Downtown St. Louis. There will be a limited number of spots available for attendees. Take advantage of an evening away with your target audience to experience some local St. Louis flavor!
Conference Bag Sponsor	\$3,000	Company and LeadingAge Missouri's logos on tote, advertising insert or promotional item (to be provided by sponsor) recognition in monthly LeadingAge Missouri Hotline News from July through October, Thank You signage at Conference, verbal recognition throughout Conference
Guide Star Cell Phone App.	\$2,500	Company and LeadingAge Missouri's logos on cell phone app, recognition in monthly LeadingAge Missouri Hotline News from July through October, Thank You signage at Conference, verbal recognition throughout Conference
General Session Presentation	\$2,500	Two-minute company infomercial and introduction of keynote speaker; quarter-page ad in either the conference on-site brochure, recognition in monthly LeadingAge Missouri Hotline News from July through October, signage at conference; and verbal recognition throughout conference.

Category	Amount	Benefits
Luncheon Sponsor (2 available)	\$2,500	Opening remarks and introductions at one of two luncheons, full page ad in conference brochure, recognition in monthly LeadingAge Missouri Hotline News from July through October, signage at conference; and verbal recognition throughout conference.
Name Badge Holder	\$2,500	Company logo on holder, recognition in monthly LeadingAge Missouri Hotline News from August through October, thank You signage at conference; and verbal recognition throughout conference
Meeting WI-FI	\$1,000	Sponsor the meeting Wi-Fi throughout the conference! We will have signage at the registration desk with your name/logo; We'll have signage throughout the conference area recognizing your contribution to this event. Half-page ad in the conference brochure and ad space in the Hotline and on the web for 3 months
Morning Break Sponsor (2 available)	\$1,000 per break	Recognition in monthly LeadingAge Missouri Hotline News from August through October, quarter-page ad in conference on-site brochure, signage at conference; and verbal recognition throughout conference.
Afternoon Break Sponsor (2 available)	\$1,000 per break	Recognition in monthly LeadingAge Missouri Hotline News from August through October, quarter-page ad in either the conference on-site brochure, signage at conference; and verbal recognition throughout conference.
Concurrent Education Session Sponsor	\$250 per session	Recognition in monthly LeadingAge Missouri Hotline News August and September, Thank You signage at conference, verbal recognition throughout conference.
Bag Inserts (3)	\$250	Company literature in the conference bags, recognition in monthly LeadingAge Missouri Hotline News August and September, Thank You signage at Conference
Customized Sponsorships Available	Amount Varies	Call Kasie Zimmerman at 573-635-6244 or email kasiezimmerman@leadingagemissouri.org for inquiries in customized sponsorships! We want to work with YOU! LeadingAge wants you to the MOST out of your TIME at the conference! CALL TODAY!

Advertising Opportunities

Advertising in LeadingAge Missouri's on-site brochure is an excellent way to reinforce your commitment to this conference. It is also a great way to have a presence if you are unable to participate in other ways.

Conference Brochure & Planner:

All conference attendees receive an on-site brochure. The 8.5" x 11" brochure will include general conference information, a conference agenda with course description, a listing of award winners, a listing of exhibitors and a listing of conference sponsors.

Note: The on-site brochure and planner will display exhibitors and sponsors paid as of July 31, 2015.

Full page, full color ad spaces are inside the front cover, inside the back cover and on the outside back cover. Full color banner ads (horizontal orientation) will run at the bottom of the interior pages.

Opportunity	Amount	Details
Outside Back Cover (full page)	\$550	Max. 7 ½" wide x 10" high
Inside Front Cover (full page)	\$550	Max. 7 ½" wide x 10" high
Inside Back Cover (full page)	\$550	Max. 7 ½" wide x 10" high
Interior Full Page	\$400	Max. 7 ½" wide x 10" high
Interior Half Page	\$250	Max. 7 ½" wide x 5" high
Page Banner Ad	One for \$75 or Five for \$300	Max. 7" wide x 1 ¾" high

LeadingAge Missouri reserves the right to select the pages banners ads placement. Error-free digital files, **jpg only**, should be sent to kasiezimmerman@leadingagemissouri.org.



46th Annual LeadingAge Missouri Conference & Exposition
Payment for Sponsorship / Advertising

Sponsorship Fee \$ _____

Advertising Fee \$ _____

TOTAL PAYMENT \$ _____ Company Name: _____

Type of Payment: Check Visa MasterCard

Credit Card # _____

Exp. Date: _____

CVC Code: _____

Signature: _____

Please PRINT name on card: _____

Billing address for card: _____

The terms and conditions printed in the Sponsorship and Advertising Opportunities brochure are hereby incorporated by reference and we agree to be bound by them. All sponsorship opportunities are on a first-come first-served basis. You will be notified if the sponsorship you requested has already been reserved.

Signature: _____ Date: _____

Make checks payable to LeadingAge Missouri and mail with completed application to:

LeadingAge Missouri, 3412 Knipp Drive, Suite 102, Jefferson City, MO 65109.

Applications may be faxed to (573) 635-6618 or e-mailed to kasiezimmerman@leadingagemissouri.org only if payment is by Visa or MasterCard. For more information, visit www.leadingagemissouri.org or e-mail kasiezimmerman@leadingagemissouri.org

For Office Use Only

Sponsor Amount: _____ Advertising Amount: _____

Total Amount: _____ Date Received: _____ Check # or Credit Card Type: _____